

# Naples Area Market Report



## July 2020

The Naples housing market experienced a continued surge in activity during July, which resulted in a 57.3 percent increase in pending sales (homes under contract) for the month. Closed sales during July increased 35.4 percent compared to July 2019 – greatly surpassing June’s closed sales activity following the lifting of COVID-19 restrictions. However, a decreasing supply of inventory, which broker analysts believe is caused by heightened homebuying interest this summer, is making it difficult to keep up with the strong buyer demand.

There were 15,634 showings during July, less than half the number of showings during June (36,912), yet pending sales increased which indicates that properties were purchased virtually, sight unseen. July’s pending sales spiked to 1,446 pending sales in July 2020 from 919 pending sales in July 2019.

The majority of sales that resulted in the 35.4 percent increase in overall closed sales during July occurred in the single-family home market, which saw a 42.8 percent increase in closed sales compared to a 27.3 percent increase reported in the condominium market.

Overall inventory decreased 28.8 percent in July to 4,390 properties from 6,168 properties in July 2019. However, many sellers were not hesitant about entering or staying in the market this summer. A steady rise in consumer confidence resulted in 1,193 new listings added to the overall inventory during July (a 21.7 percent increase compared to July 2019). Of those 1,193 new listings, 572 were single-family homes and 621 were condominiums. The report also showed fewer homes were terminated/expired/withdrawn from the MLS in July (599) compared to June (1,677).

While the overall median closed price for July increased 13.5 percent to \$368,750 from \$325,000 in July 2019, the report also showed there were 829 properties that reduced their list prices during July. The report showed closed sales of properties priced above \$500,000 increased over 50 percent in July, with the \$500,000 to \$1 million price category reporting the highest increase (99.1 percent) to 223 closed sales in July 2020 from 112 closed sales in July 2019.

According to Florida Realtors®, “The benchmark for a balanced market (favoring neither buyer nor seller) is 5.5 months of inventory.” The July 2020 Market Report released by the Naples Area Board of REALTORS® (NABOR®) showed 5.2 months of inventory (single-family homes and condominiums).

## Quick Facts

**+ 35.4%**

Change in  
**Total Sales**  
All Properties

**+ 13.5%**

Change in  
**Median Closed Price**  
All Properties

**- 28.8%**

Change in  
**Homes for Sale**  
All Properties

**+10.4%**

Price Range With the  
Strongest Sales:  
**\$1,000,001 to \$2,000,000**

**+ 7.9%**

Bedroom Count With  
Strongest Sales:  
**4 Bedrooms or More**

**+ 7.8%**

Property Type With  
Strongest Sales:  
**Single Family**

Overall Market Overview	2
Single Family Market Overview	3
Condo Market Overview	4
Overall Closed Sales	5-6
Overall Median Closed Price	7-8
Overall Percent of Current List Price Received	9-10
Overall Days on Market until Sale	11-12
Overall New Listings by Month	13
Overall Inventory of Homes for Sale	14-15
Overall Listing and Sales Summary by Area	16
Naples Beach	17
North Naples	18
Central Naples	19
South Naples	20
East Naples	21
Immokalee/Ave Maria	22



# Overall Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year.



Key Metrics	Historical Sparkbars	7-2019	7-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		980	<b>1,193</b>	+ 21.7%	9,513	<b>9,087</b>	- 4.5%
Closed Sales		852	<b>1,154</b>	+ 35.4%	6,332	<b>6,226</b>	- 1.7%
Days on Market Until Sale		104	<b>92</b>	- 11.5%	103	<b>95</b>	- 7.8%
Median Closed Price		\$325,000	<b>\$368,750</b>	+ 13.5%	\$335,000	<b>\$351,460</b>	+ 4.9%
Average Closed Price		\$588,336	<b>\$625,273</b>	+ 6.3%	\$629,491	<b>\$650,273</b>	+ 3.3%
Percent of Current List Price Received		95.4%	<b>95.8%</b>	+ 0.4%	95.4%	<b>95.6%</b>	+ 0.2%
Pending Listings		919	<b>1,446</b>	+ 57.3%	8,038	<b>8,557</b>	+ 6.5%
Inventory of Homes for Sale		6,168	<b>4,390</b>	- 28.8%	—	—	—
Months Supply of Inventory		7.6	<b>5.2</b>	- 31.6%	—	—	—

# Single Family Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Single Family properties only.



Key Metrics	Historical Sparkbars	7-2019	7-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		523	572	+ 9.4%	4,814	4,508	- 6.4%
Closed Sales		446	637	+ 42.8%	3,139	3,221	+ 2.6%
Days on Market Until Sale		109	90	- 17.4%	103	96	- 6.8%
Median Closed Price		\$405,000	\$462,000	+ 14.1%	\$411,850	\$442,500	+ 7.4%
Average Closed Price		\$740,836	\$796,008	+ 7.4%	\$799,167	\$830,054	+ 3.9%
Percent of Current List Price Received		96.0%	96.0%	0.0%	95.7%	95.9%	+ 0.2%
Pending Listings		479	821	+ 71.4%	3,989	4,591	+ 15.1%
Inventory of Homes for Sale		3,203	1,957	- 38.9%	—	—	—
Months Supply of Inventory		7.9	4.5	- 43.0%	—	—	—

# Condo Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year. Condo properties only.



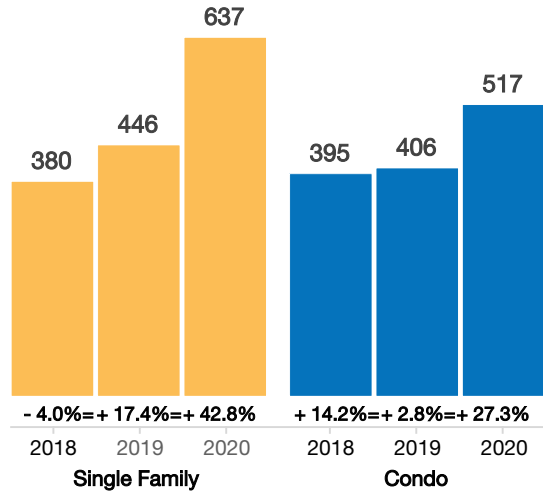
Key Metrics	Historical Sparkbars	7-2019	7-2020	% Change	YTD 2019	YTD 2020	% Change
New Listings		457	621	+ 35.9%	4,699	4,579	- 2.6%
Closed Sales		406	517	+ 27.3%	3,193	3,005	- 5.9%
Days on Market Until Sale		98	95	- 3.1%	102	94	- 7.8%
Median Closed Price		\$240,000	\$272,500	+ 13.5%	\$265,000	\$272,500	+ 2.8%
Average Closed Price		\$420,810	\$414,908	- 1.4%	\$462,737	\$457,561	- 1.1%
Percent of Current List Price Received		94.8%	95.4%	+ 0.6%	95.1%	95.2%	+ 0.1%
Pending Listings		440	625	+ 42.0%	3,953	4,194	+ 6.1%
Inventory of Homes for Sale		2,965	2,433	- 17.9%	—	—	—
Months Supply of Inventory		7.3	5.9	- 19.2%	—	—	—

# Overall Closed Sales

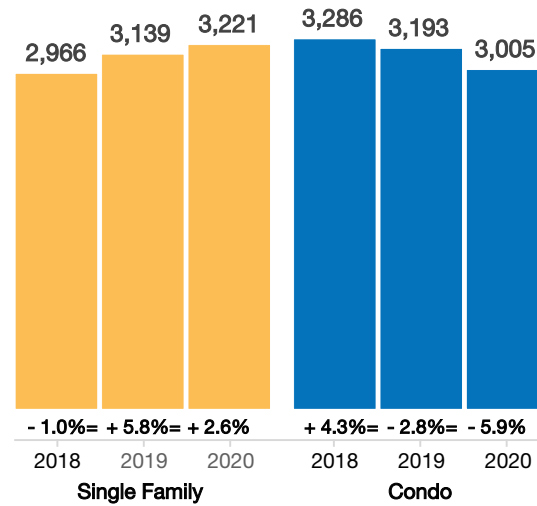
A count of the actual sales that closed in a given month.



## July

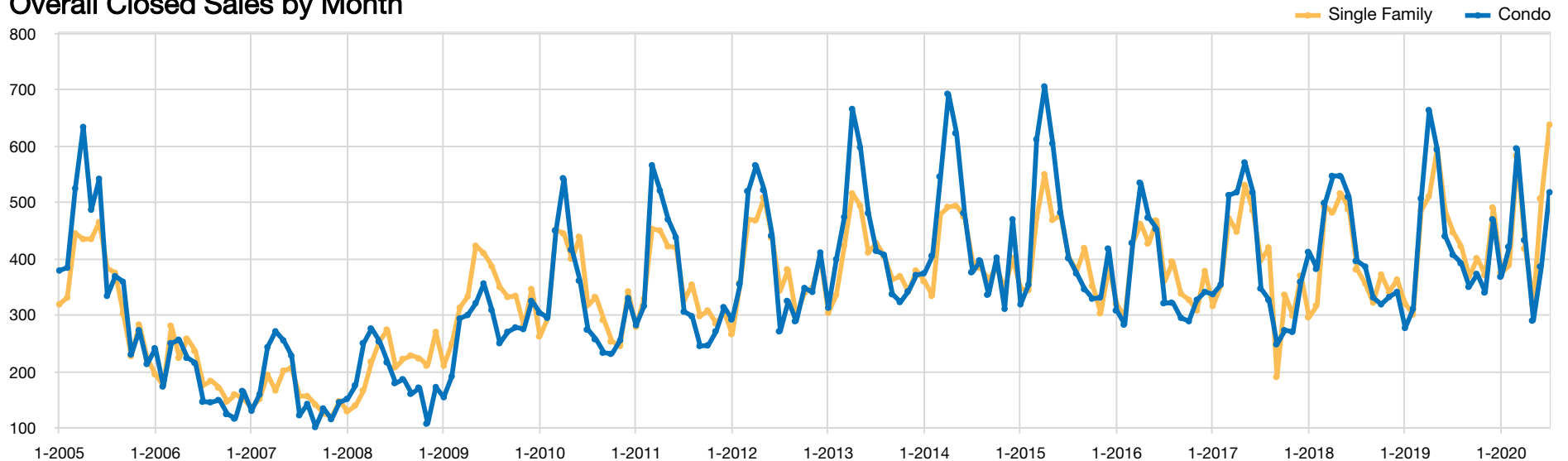


## Year-to-Date



Total Sales	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2019	421	+ 18.6%	391	+ 1.6%
Sep-2019	367	+ 14.3%	349	+ 5.8%
Oct-2019	400	+ 7.8%	372	+ 17.0%
Nov-2019	370	+ 8.8%	339	+ 2.4%
Dec-2019	490	+ 35.4%	469	+ 37.9%
Jan-2020	374	+ 17.2%	367	+ 33.0%
Feb-2020	387	+ 29.0%	420	+ 35.5%
Mar-2020	582	+ 20.0%	595	+ 17.6%
Apr-2020	417	- 18.2%	432	- 34.8%
May-2020	318	- 46.6%	289	- 51.3%
Jun-2020	506	+ 4.5%	385	- 12.3%
<b>Jul-2020</b>	<b>637</b>	<b>+ 42.8%</b>	<b>517</b>	<b>+ 27.3%</b>
12-Month Avg	439	+ 7.9%	410	+ 0.5%

## Overall Closed Sales by Month



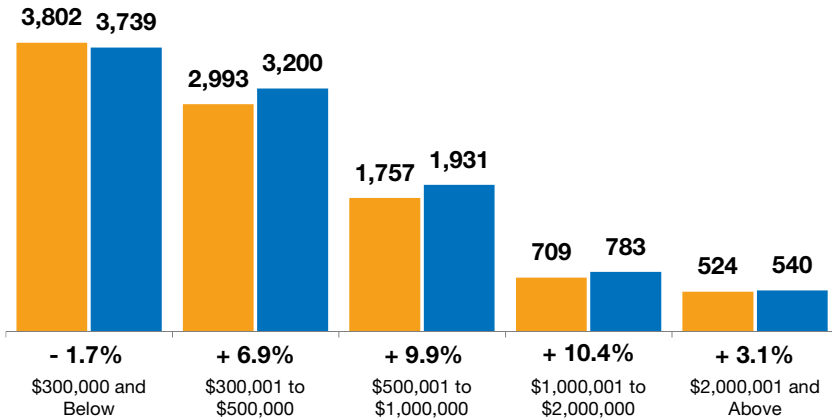
# Overall Closed Sales by Price Range

A count of the actual sales that closed in a given month. Based on a rolling 12-month total.



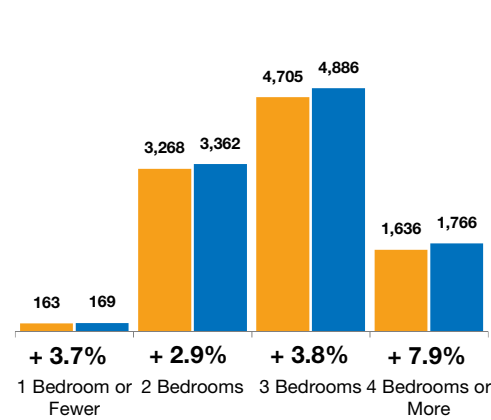
## By Price Range

7-2019 7-2020



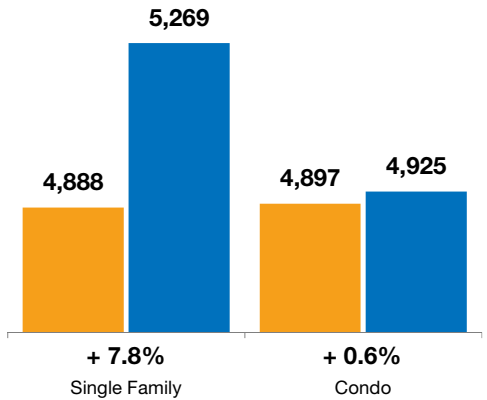
## By Bedroom Count

7-2019 7-2020



## By Property Type

7-2019 7-2020



## All Properties

### By Price Range

	7-2019	7-2020	Change
\$300,000 and Below	3,802	3,739	- 1.7%
\$300,001 to \$500,000	2,993	3,200	+ 6.9%
\$500,001 to \$1,000,000	1,757	1,931	+ 9.9%
\$1,000,001 to \$2,000,000	709	783	+ 10.4%
\$2,000,001 and Above	524	540	+ 3.1%
<b>All Price Ranges</b>	<b>9,785</b>	<b>10,194</b>	<b>+ 4.2%</b>

## Single Family

	7-2019	7-2020	Change
1 Bedroom or Fewer	1,059	973	- 8.1%
2 Bedrooms	1,852	2,056	+ 11.0%
3 Bedrooms	1,191	1,340	+ 12.5%
4 Bedrooms or More	415	492	+ 18.6%
	371	407	+ 9.7%
<b>All Single Family</b>	<b>4,888</b>	<b>5,269</b>	<b>+ 7.8%</b>

## Condo

	7-2019	7-2020	Change
Single Family	2,743	2,766	+ 0.8%
Condo	1,141	1,144	+ 0.3%
	566	591	+ 4.4%
	294	291	- 1.0%
	153	133	- 13.1%
<b>All Condo</b>	<b>4,897</b>	<b>4,925</b>	<b>+ 0.6%</b>

### By Bedroom Count

	7-2019	7-2020	Change
1 Bedroom or Fewer	163	169	+ 3.7%
2 Bedrooms	3,268	3,362	+ 2.9%
3 Bedrooms	4,705	4,886	+ 3.8%
4 Bedrooms or More	1,636	1,766	+ 7.9%
<b>All Bedroom Counts</b>	<b>9,785</b>	<b>10,194</b>	<b>+ 4.2%</b>

	7-2019	7-2020	Change
1 Bedroom or Fewer	21	23	+ 9.5%
2 Bedrooms	483	480	- 0.6%
3 Bedrooms	2,848	3,073	+ 7.9%
4 Bedrooms or More	1,535	1,691	+ 10.2%
<b>All Single Family</b>	<b>4,888</b>	<b>5,269</b>	<b>+ 7.8%</b>

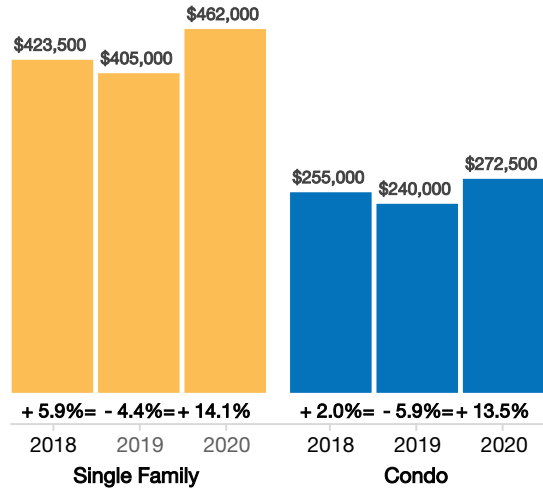
	7-2019	7-2020	Change
Single Family	142	146	+ 2.8%
Condo	2,785	2,882	+ 3.5%
	1,857	1,813	- 2.4%
	101	75	- 25.7%
<b>All Condo</b>	<b>4,897</b>	<b>4,925</b>	<b>+ 0.6%</b>

# Overall Median Closed Price

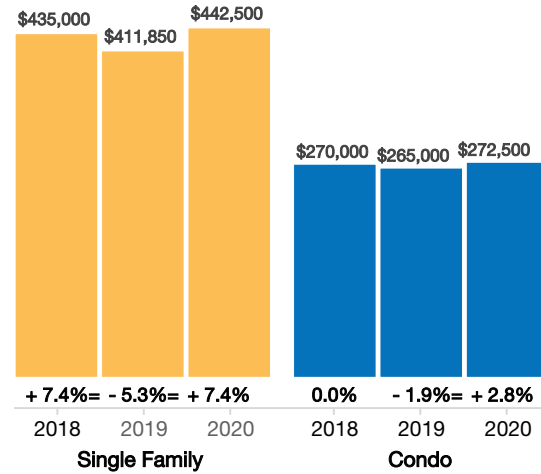
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



## July



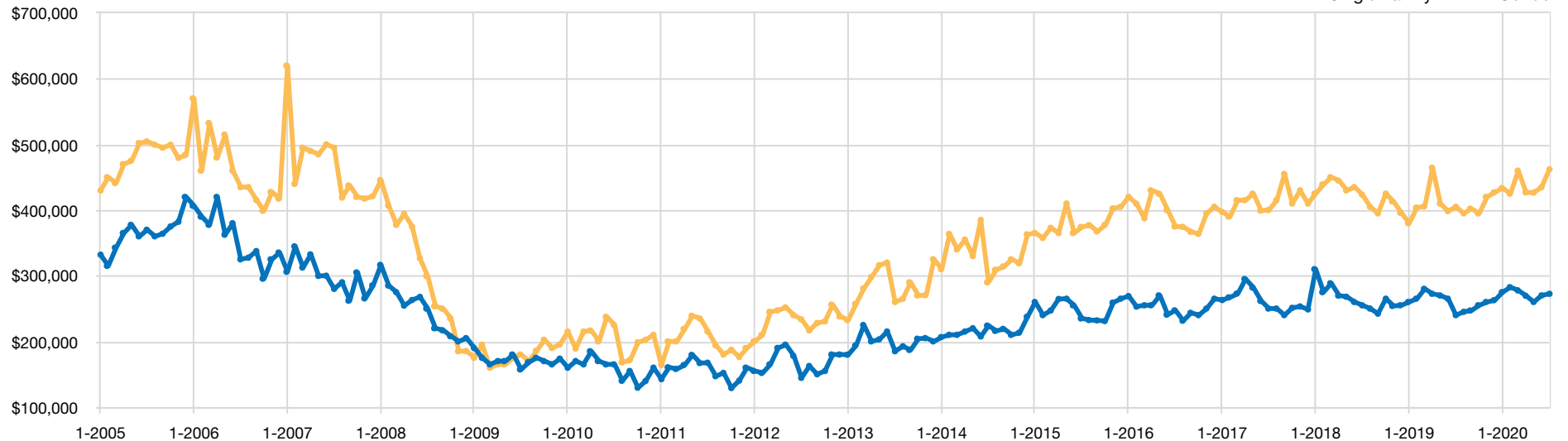
## Year-to-Date



Median Closed Price	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2019	\$395,000	- 2.5%	\$245,000	- 2.0%
Sep-2019	\$402,000	+ 1.8%	\$247,000	+ 2.0%
Oct-2019	\$395,000	- 7.1%	\$255,000	- 3.8%
Nov-2019	\$420,000	+ 1.7%	\$260,000	+ 2.4%
Dec-2019	\$427,000	+ 7.9%	\$262,750	+ 3.0%
Jan-2020	\$433,500	+ 14.1%	\$275,000	+ 5.8%
Feb-2020	\$425,000	+ 5.3%	\$282,500	+ 6.6%
Mar-2020	\$460,000	+ 13.4%	\$277,715	- 0.8%
Apr-2020	\$427,000	- 8.1%	\$269,500	- 1.1%
May-2020	\$426,518	+ 4.0%	\$260,000	- 3.7%
Jun-2020	\$435,000	+ 9.2%	\$270,000	+ 1.9%
<b>Jul-2020</b>	<b>\$462,000</b>	<b>+ 14.1%</b>	<b>\$272,500</b>	<b>+ 13.5%</b>
12-Month Avg*	\$429,000	+ 4.6%	\$265,000	+ 1.9%

\* Median Closed Price for all properties from August 2019 through July 2020. This is not the average of the individual figures above.

## Overall Median Closed Price by Month



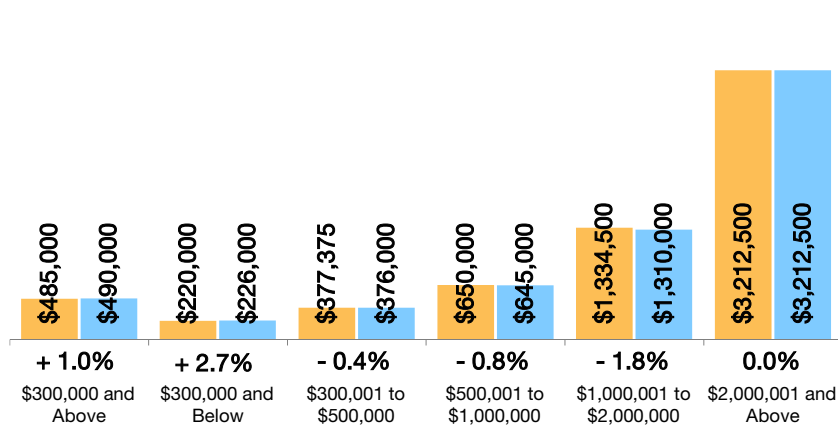
# Overall Median Closed Price by Price Range

Median price point for all closed sales, not accounting for seller concessions. Based on a rolling 12-month median.



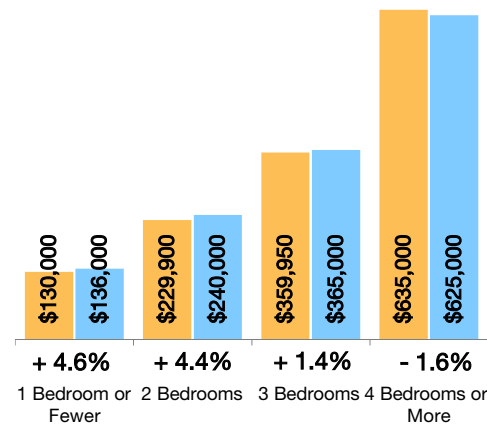
## By Price Range

7-2019 7-2020



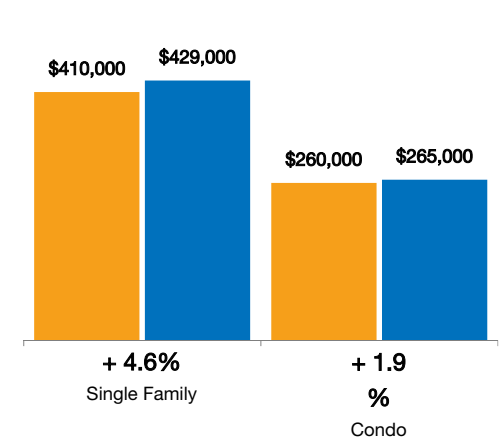
## By Bedroom Count

7-2019 7-2020



## By Property Type

7-2019 7-2020



## All Properties

### By Price Range

	7-2019	7-2020	Change
\$300,000 and Above	\$485,000	\$490,000	+ 1.0%
\$300,000 and Below	\$220,000	\$226,000	+ 2.7%
\$300,001 to \$500,000	\$377,375	\$376,000	- 0.4%
\$500,001 to \$1,000,000	\$650,000	\$645,000	- 0.8%
\$1,000,001 to \$2,000,000	\$1,334,500	\$1,310,000	- 1.8%
\$2,000,001 and Above	\$3,212,500	\$3,212,500	0.0%
<b>All Price Ranges</b>	<b>\$332,500</b>	<b>\$340,000</b>	<b>+ 2.3%</b>

## Single Family

	7-2019	7-2020	Change
\$300,000 and Above	\$490,000	\$492,000	+ 0.4%
\$300,000 and Below	\$260,000	\$267,000	+ 2.7%
\$300,001 to \$500,000	\$385,000	\$385,000	0.0%
\$500,001 to \$1,000,000	\$646,224	\$639,000	- 1.1%
\$1,000,001 to \$2,000,000	\$1,350,000	\$1,335,000	- 1.1%
\$2,000,001 and Above	\$3,350,000	\$3,312,500	- 1.1%
<b>All Price Ranges</b>	<b>\$410,000</b>	<b>\$429,000</b>	<b>+ 4.6%</b>

## Condo

	7-2019	7-2020	Change
\$300,000 and Above	\$475,000	\$480,000	+ 1.1%
\$300,000 and Below	\$200,000	\$210,000	+ 5.0%
\$300,001 to \$500,000	\$365,000	\$359,000	- 1.6%
\$500,001 to \$1,000,000	\$665,000	\$668,250	+ 0.5%
\$1,000,001 to \$2,000,000	\$1,323,750	\$1,300,000	- 1.8%
\$2,000,001 and Above	\$2,900,000	\$2,852,500	- 1.6%
<b>All Price Ranges</b>	<b>\$260,000</b>	<b>\$265,000</b>	<b>+ 1.9%</b>

### By Bedroom Count

	7-2019	7-2020	Change
1 Bedroom or Fewer	\$130,000	\$136,000	+ 4.6%
2 Bedrooms	\$229,900	\$240,000	+ 4.4%
3 Bedrooms	\$359,950	\$365,000	+ 1.4%
4 Bedrooms or More	\$635,000	\$625,000	- 1.6%
<b>All Bedroom Counts</b>	<b>\$332,500</b>	<b>\$340,000</b>	<b>+ 2.3%</b>

	7-2019	7-2020	Change
1 Bedroom or Fewer	\$80,000	\$95,000	+ 18.8%
2 Bedrooms	\$277,000	\$298,900	+ 7.9%
3 Bedrooms	\$375,000	\$390,500	+ 4.1%
4 Bedrooms or More	\$630,000	\$616,000	- 2.2%
<b>All Bedroom Counts</b>	<b>\$410,000</b>	<b>\$429,000</b>	<b>+ 4.6%</b>



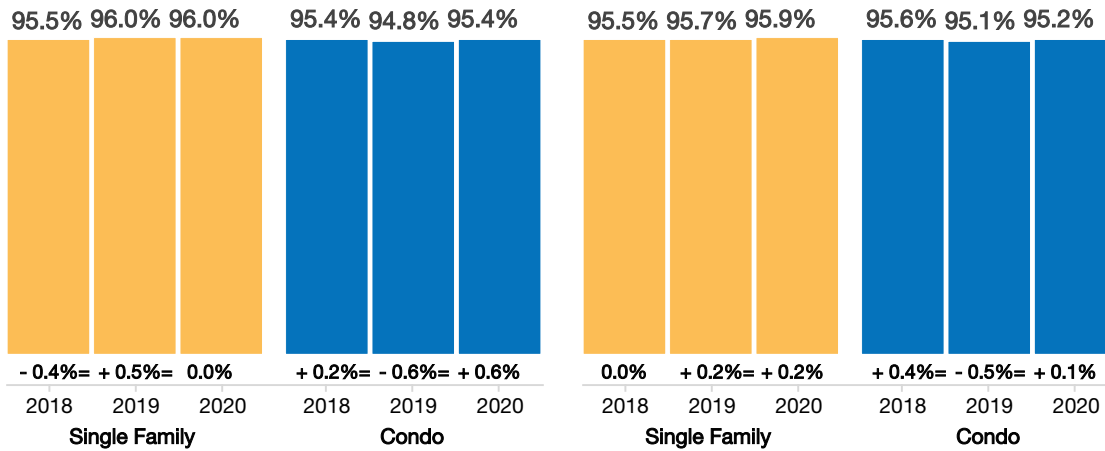
# Overall Percent of Current List Price Received



Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

## July

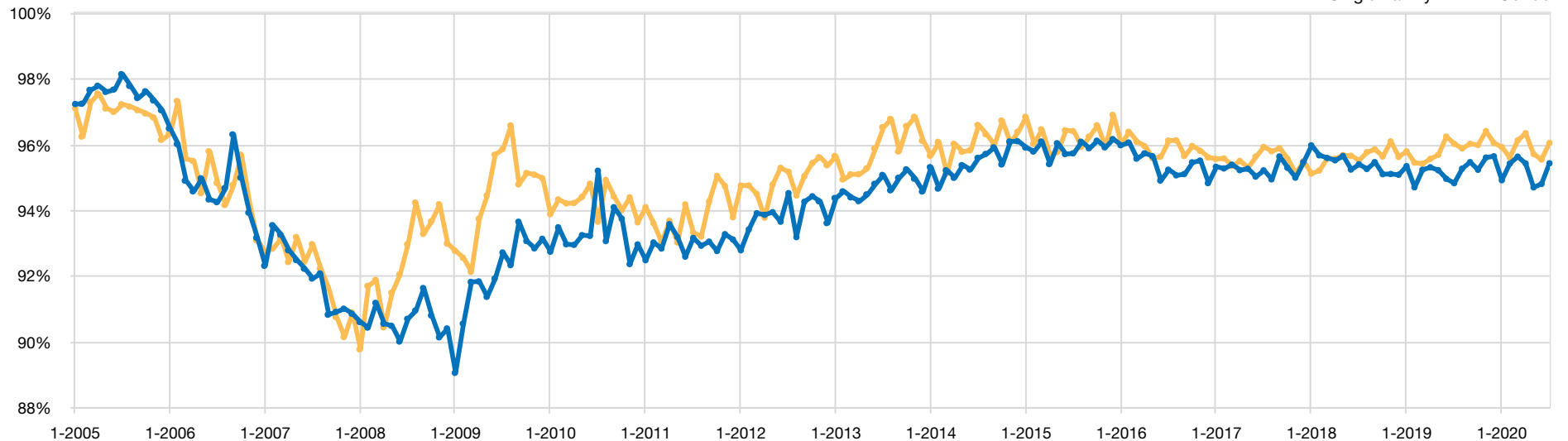
## Year-to-Date



Pct. of List Price Received	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2019	95.9%	+ 0.1%	95.3%	0.0%
Sep-2019	96.0%	+ 0.2%	95.5%	0.0%
Oct-2019	96.0%	+ 0.4%	95.2%	+ 0.1%
Nov-2019	96.4%	+ 0.3%	95.6%	+ 0.5%
Dec-2019	96.0%	+ 0.4%	95.6%	+ 0.5%
Jan-2020	95.9%	+ 0.1%	94.9%	- 0.4%
Feb-2020	95.6%	+ 0.2%	95.4%	+ 0.7%
Mar-2020	96.1%	+ 0.7%	95.6%	+ 0.4%
Apr-2020	96.3%	+ 0.7%	95.4%	+ 0.1%
May-2020	95.7%	0.0%	94.7%	- 0.5%
Jun-2020	95.5%	- 0.7%	94.8%	- 0.2%
<b>Jul-2020</b>	<b>96.0%</b>	<b>0.0%</b>	<b>95.4%</b>	<b>+ 0.6%</b>
12-Month Avg*	96.0%	+ 0.2%	95.3%	+ 0.2%

\* Pct. of List Price Received for all properties from August 2019 through July 2020. This is not the average of the individual figures above.

## Overall Percent of Current List Price Received by Month



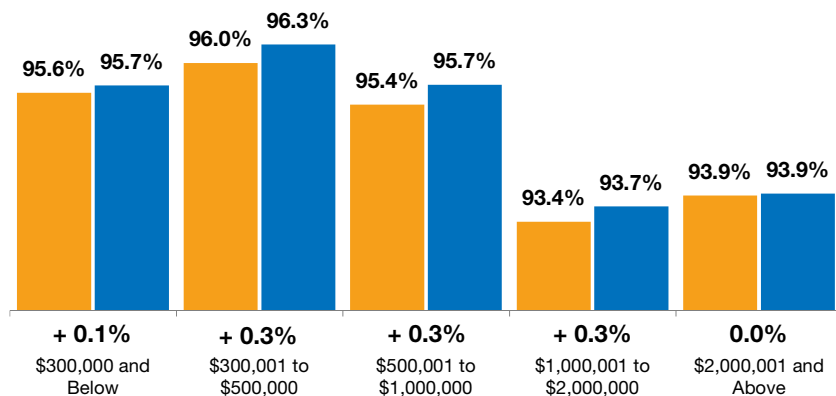
# Overall Percent of List Price Received by Price Range

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold, not accounting for seller concessions. Based on a rolling 12-month average.



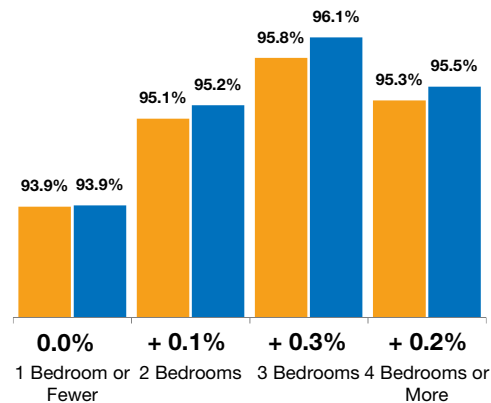
## By Price Range

7-2019 7-2020



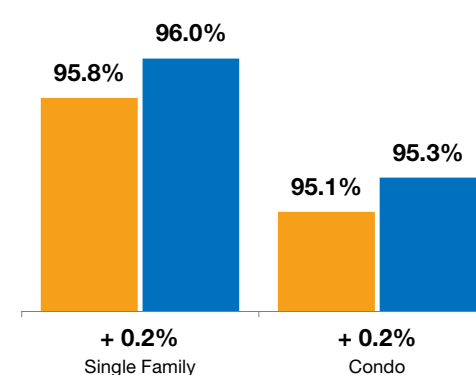
## By Bedroom Count

7-2019 7-2020



## By Property Type

7-2019 7-2020



## All Properties

### By Price Range

	7-2019	7-2020	Change
\$300,000 and Below	95.6%	95.7%	+ 0.1%
\$300,001 to \$500,000	96.0%	96.3%	+ 0.3%
\$500,001 to \$1,000,000	95.4%	95.7%	+ 0.3%
\$1,000,001 to \$2,000,000	93.4%	93.7%	+ 0.3%
\$2,000,001 and Above	93.9%	93.9%	0.0%
<b>All Price Ranges</b>	<b>95.4%</b>	<b>95.7%</b>	<b>+ 0.3%</b>

## Single Family

	7-2019	7-2020	Change
1 Bedroom or Fewer	93.9%	93.9%	0.0%
2 Bedrooms	95.1%	95.2%	+ 0.1%
3 Bedrooms	95.8%	96.1%	+ 0.3%
4 Bedrooms or More	95.3%	95.5%	+ 0.2%
<b>All Single Family</b>	<b>95.8%</b>	<b>96.0%</b>	<b>+ 0.2%</b>

## Condo

	7-2019	7-2020	Change
1 Bedroom or Fewer	93.9%	93.9%	0.0%
2 Bedrooms	95.1%	95.2%	+ 0.1%
3 Bedrooms	95.8%	96.1%	+ 0.3%
4 Bedrooms or More	95.3%	95.5%	+ 0.2%
<b>All Condo</b>	<b>95.1%</b>	<b>95.3%</b>	<b>+ 0.2%</b>

### By Bedroom Count

	7-2019	7-2020	Change
1 Bedroom or Fewer	93.9%	93.9%	0.0%
2 Bedrooms	95.1%	95.2%	+ 0.1%
3 Bedrooms	95.8%	96.1%	+ 0.3%
4 Bedrooms or More	95.3%	95.5%	+ 0.2%
<b>All Bedroom Counts</b>	<b>95.4%</b>	<b>95.7%</b>	<b>+ 0.3%</b>

	7-2019	7-2020	Change
1 Bedroom or Fewer	90.9%	93.8%	+ 3.2%
2 Bedrooms	94.6%	94.8%	+ 0.2%
3 Bedrooms	96.2%	96.5%	+ 0.3%
4 Bedrooms or More	95.3%	95.5%	+ 0.2%
<b>All Single Family</b>	<b>95.8%</b>	<b>96.0%</b>	<b>+ 0.2%</b>

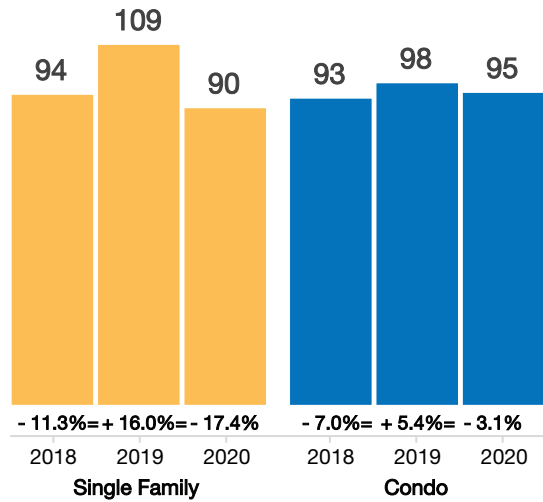
	7-2019	7-2020	Change
1 Bedroom or Fewer	93.9%	93.9%	0.0%
2 Bedrooms	95.1%	95.2%	+ 0.1%
3 Bedrooms	95.8%	96.1%	+ 0.3%
4 Bedrooms or More	95.3%	95.5%	+ 0.2%
<b>All Condo</b>	<b>95.1%</b>	<b>95.3%</b>	<b>+ 0.2%</b>

# Overall Days on Market Until Sale

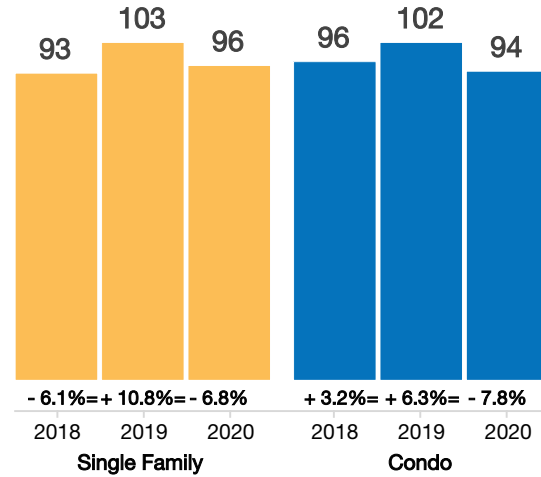
Average number of days between when a property is listed and when an offer is accepted in a given month.



## July



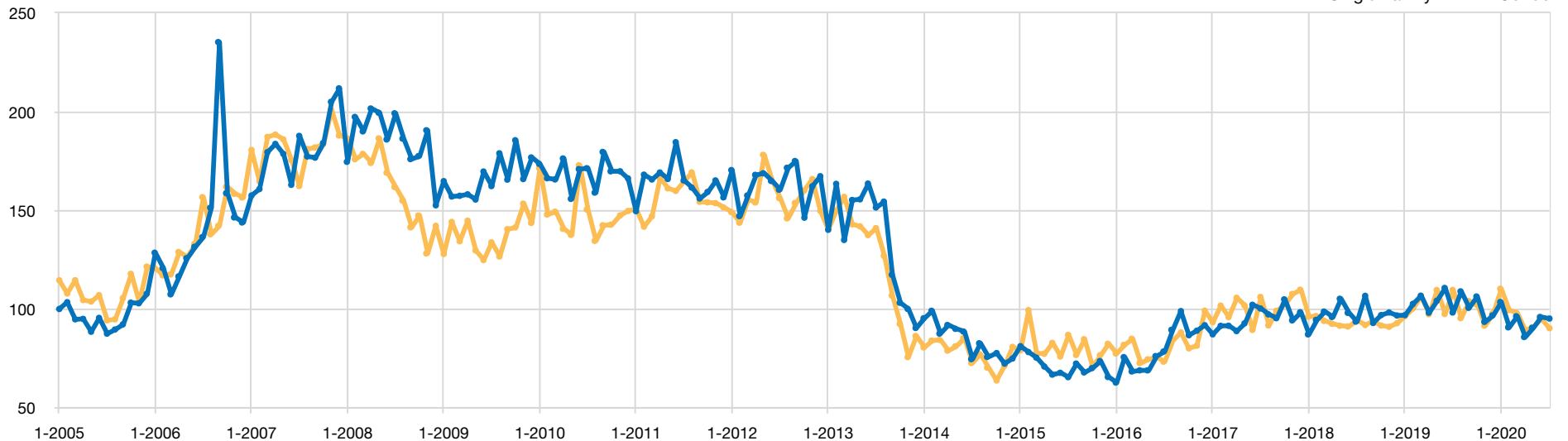
## Year-to-Date



Days on Market	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2019	95	+ 3.3%	109	+ 2.8%
Sep-2019	104	+ 10.6%	100	+ 7.5%
Oct-2019	102	+ 12.1%	106	+ 9.3%
Nov-2019	91	0.0%	93	- 5.1%
Dec-2019	97	+ 4.3%	96	0.0%
Jan-2020	110	+ 14.6%	103	+ 6.2%
Feb-2020	99	- 1.0%	90	- 11.8%
Mar-2020	98	- 7.5%	96	- 10.3%
Apr-2020	89	- 8.2%	86	- 12.2%
May-2020	91	- 16.5%	90	- 13.5%
Jun-2020	95	- 2.1%	96	- 12.7%
<b>Jul-2020</b>	<b>90</b>	<b>- 17.4%</b>	<b>95</b>	<b>- 3.1%</b>
12-Month Avg*	96	- 2.5%	97	- 4.4%

\* Days on Market for all properties from August 2019 through July 2020. This is not the average of the individual figures above.

## Overall Days on Market Until Sale by Month



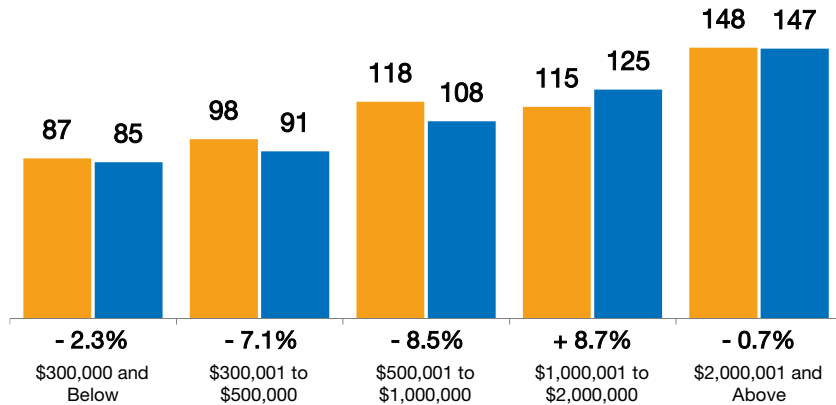
# Overall Days on Market Until Sale by Price Range

Average number of days between when a property is listed and when an offer is accepted. Based on a rolling 12-month average.



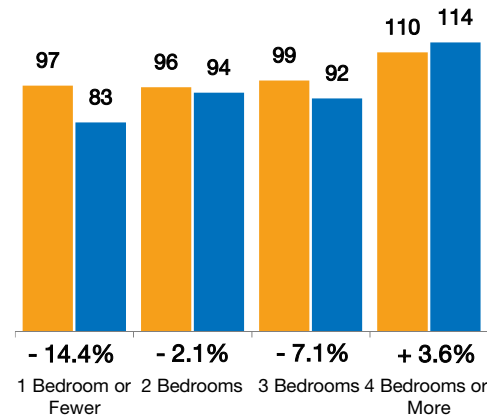
## By Price Range

7-2019 7-2020



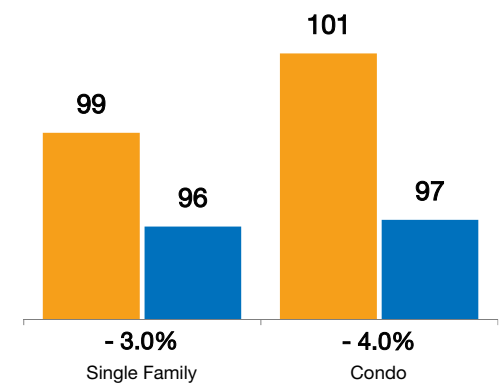
## By Bedroom Count

7-2019 7-2020



## By Property Type

7-2019 7-2020



### All Properties

#### By Price Range

	7-2019	7-2020	Change
\$300,000 and Below	87	85	- 2.3%
\$300,001 to \$500,000	98	91	- 7.1%
\$500,001 to \$1,000,000	118	108	- 8.5%
\$1,000,001 to \$2,000,000	115	125	+ 8.7%
\$2,000,001 and Above	148	147	- 0.7%
<b>All Price Ranges</b>	<b>100</b>	<b>97</b>	<b>- 3.0%</b>

### Single Family

	7-2019	7-2020	Change
1 Bedroom or Fewer	71	71	0.0%
2 Bedrooms	96	88	- 8.3%
3 Bedrooms	112	106	- 5.4%
4 Bedrooms or More	116	129	+ 11.2%
<b>All Single Family</b>	<b>99</b>	<b>96</b>	<b>- 3.0%</b>

### Condo

	7-2019	7-2020	Change
Single Family	94	91	- 3.2%
Condo	101	98	- 3.0%
3 Bedrooms	130	111	- 14.6%
4 Bedrooms or More	115	118	+ 2.6%
<b>All Condo</b>	<b>101</b>	<b>97</b>	<b>- 4.0%</b>

#### By Bedroom Count

	7-2019	7-2020	Change
1 Bedroom or Fewer	97	83	- 14.4%
2 Bedrooms	96	94	- 2.1%
3 Bedrooms	99	92	- 7.1%
4 Bedrooms or More	110	114	+ 3.6%
<b>All Bedroom Counts</b>	<b>100</b>	<b>97</b>	<b>- 3.0%</b>

	7-2019	7-2020	Change
1 Bedroom or Fewer	112	127	+ 13.4%
2 Bedrooms	87	89	+ 2.3%
3 Bedrooms	95	88	- 7.4%
4 Bedrooms or More	110	114	+ 3.6%
<b>All Single Family</b>	<b>99</b>	<b>96</b>	<b>- 3.0%</b>

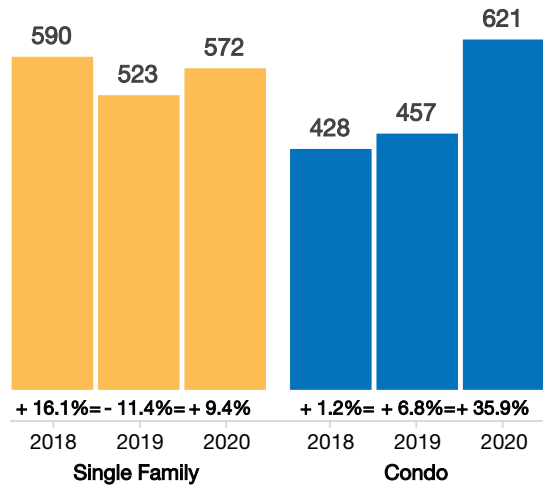
	7-2019	7-2020	Change
Single Family	95	75	- 20.5%
Condo	98	95	- 2.9%
3 Bedrooms	106	100	- 6.0%
4 Bedrooms or More	109	116	+ 6.1%
<b>All Condo</b>	<b>101</b>	<b>97</b>	<b>- 4.0%</b>

# Overall New Listings

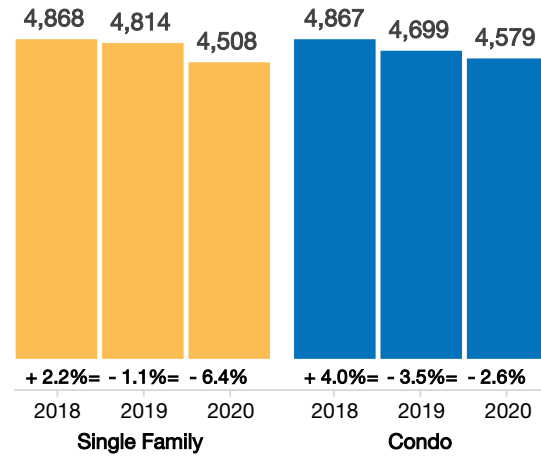
A count of the properties that have been newly listed on the market in a given month.



## July

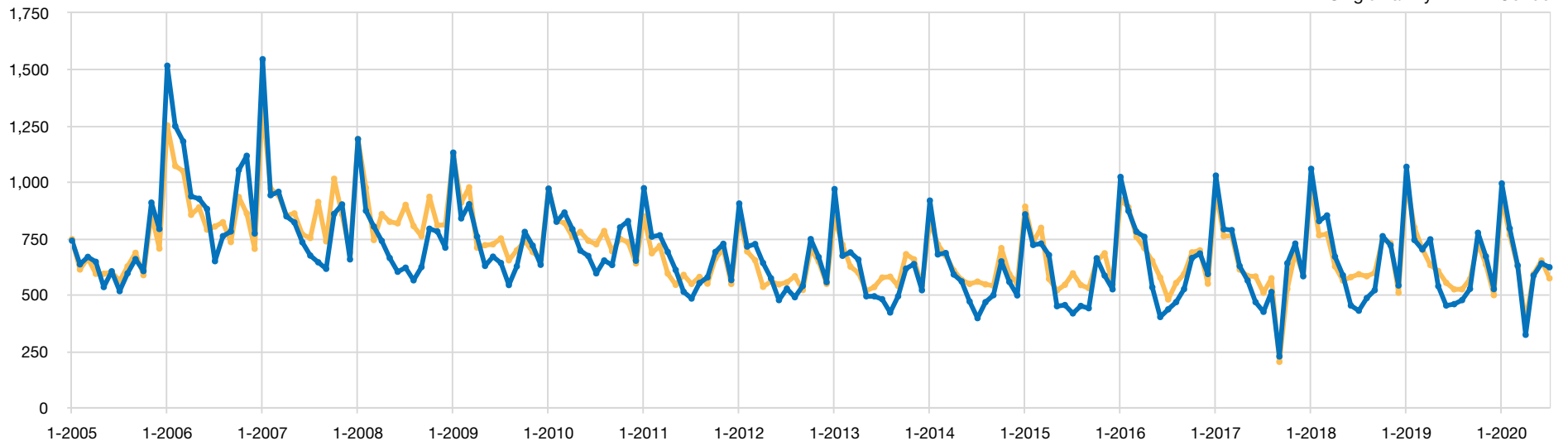


## Year-to-Date



New Listings	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2019	523	-10.0%	475	-1.9%
Sep-2019	569	-4.5%	525	+1.2%
Oct-2019	729	-2.4%	774	+2.0%
Nov-2019	633	-13.0%	669	-6.8%
Dec-2019	497	-2.2%	524	-3.0%
Jan-2020	928	-7.6%	993	-6.9%
Feb-2020	764	-4.3%	793	+6.9%
Mar-2020	624	-11.1%	629	-10.1%
Apr-2020	378	-40.1%	321	-56.9%
May-2020	591	-2.2%	584	+8.8%
Jun-2020	651	+17.9%	638	+41.5%
<b>Jul-2020</b>	<b>572</b>	<b>+9.4%</b>	<b>621</b>	<b>+35.9%</b>
12-Month Avg	622	-6.5%	629	-2.2%

## Overall New Listings by Month

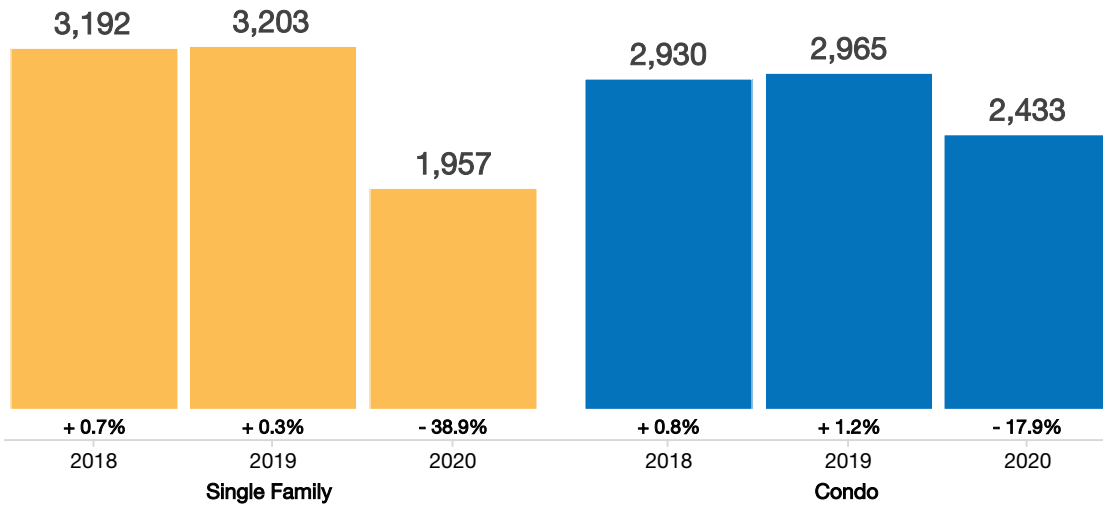


# Overall Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.

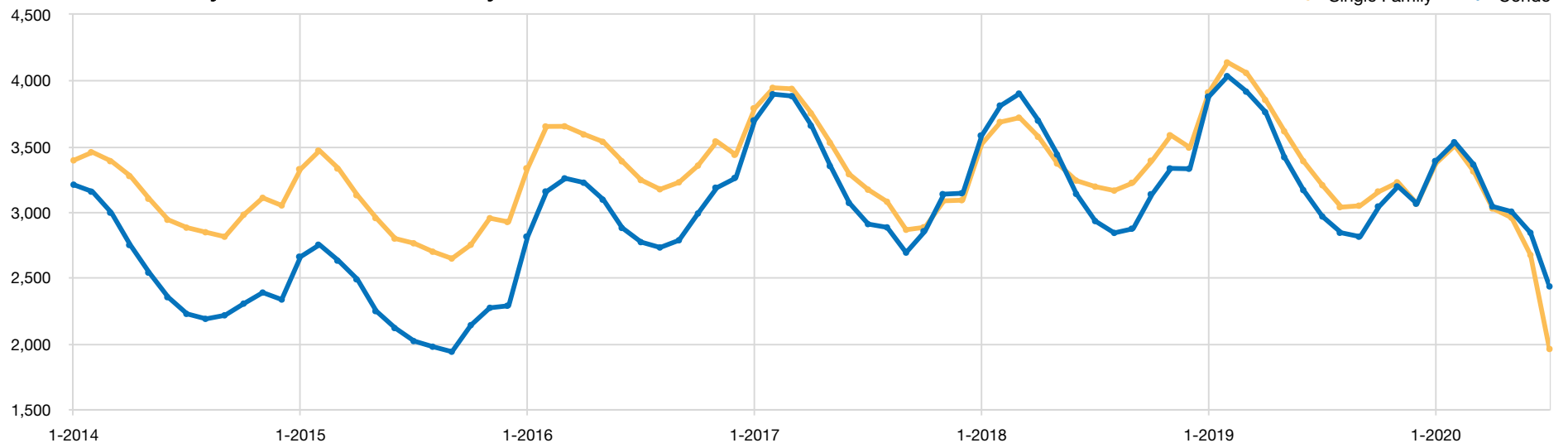


## July



Homes for Sale	Single Family	Year-Over-Year Change	Condo	Year-Over-Year Change
Aug-2019	3,036	- 4.0%	2,841	+ 0.0%
Sep-2019	3,047	- 5.4%	2,811	- 2.1%
Oct-2019	3,155	- 6.9%	3,041	- 3.0%
Nov-2019	3,225	- 10.0%	3,194	- 4.1%
Dec-2019	3,062	- 12.2%	3,062	- 8.0%
Jan-2020	3,369	- 13.8%	3,387	- 12.6%
Feb-2020	3,504	- 15.3%	3,530	- 12.5%
Mar-2020	3,308	- 18.5%	3,360	- 14.2%
Apr-2020	3,026	- 21.4%	3,041	- 19.1%
May-2020	2,956	- 18.2%	3,002	- 12.1%
Jun-2020	2,672	- 21.1%	2,841	- 10.3%
<b>Jul-2020</b>	<b>1,957</b>	<b>- 38.9%</b>	<b>2,433</b>	<b>- 17.9%</b>
12-Month Avg	3,026	- 15.5%	3,045	- 10.1%

## Overall Inventory of Homes for Sale by Month



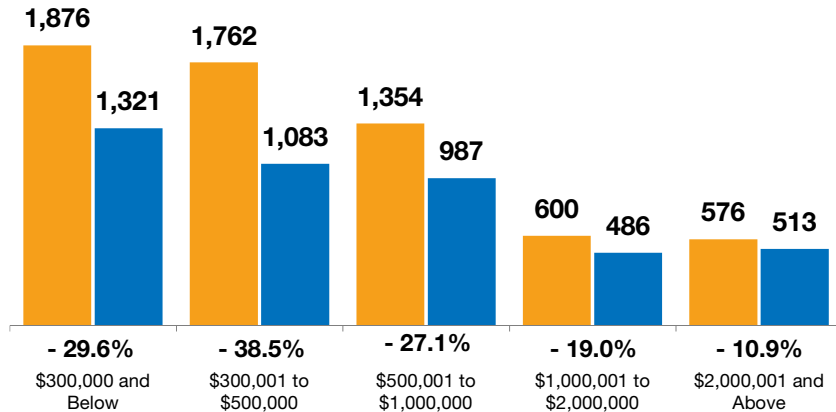
# Overall Inventory of Homes for Sale by Price Range

The number of properties available for sale in active status at the end of the most recent month. Based on one month of activity.



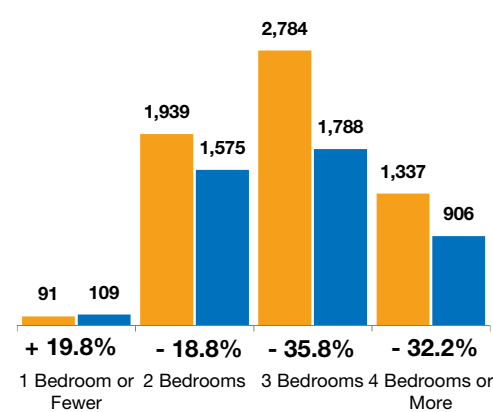
## By Price Range

7-2019 7-2020



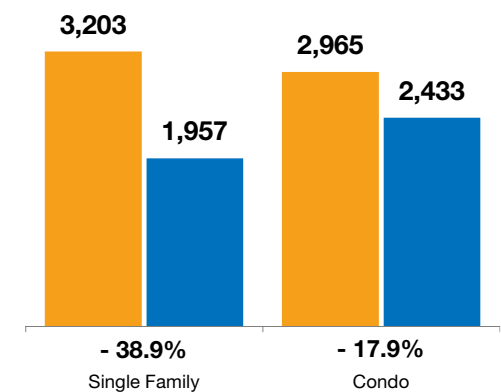
## By Bedroom Count

7-2019 7-2020



## By Property Type

7-2019 7-2020



### All Properties

By Price Range	7-2019	7-2020	Change
\$300,000 and Below	1,876	1,321	-29.6%
\$300,001 to \$500,000	1,762	1,083	-38.5%
\$500,001 to \$1,000,000	1,354	987	-27.1%
\$1,000,001 to \$2,000,000	600	486	-19.0%
\$2,000,001 and Above	576	513	-10.9%
<b>All Price Ranges</b>	<b>6,168</b>	<b>4,390</b>	<b>-28.8%</b>

### Single Family

7-2019	7-2020	Change	7-2019	7-2020	Change
424	195	-54.0%	1452	1126	-22.5%
1,063	489	-54.0%	699	594	-15.0%
891	613	-31.2%	463	374	-19.2%
392	283	-27.8%	208	203	-2.4%
433	377	-12.9%	143	136	-4.9%
<b>3,203</b>	<b>1,957</b>	<b>-38.9%</b>	<b>2,965</b>	<b>2,433</b>	<b>-17.9%</b>

### Condo

By Bedroom Count	7-2019	7-2020	Change
1 Bedroom or Fewer	91	109	+19.8%
2 Bedrooms	1,939	1,575	-18.8%
3 Bedrooms	2,784	1,788	-35.8%
4 Bedrooms or More	1,337	906	-32.2%
<b>All Bedroom Counts</b>	<b>6,168</b>	<b>4,390</b>	<b>-28.8%</b>

7-2019	7-2020	Change	7-2019	7-2020	Change
21	24	+14.3%	70	85	+21.4%
277	196	-29.2%	1,662	1,379	-17.0%
1,646	897	-45.5%	1,138	927	-18.5%
1,255	839	-33.1%	82	67	-18.3%
<b>3,203</b>	<b>1,957</b>	<b>-38.9%</b>	<b>2,965</b>	<b>2,433</b>	<b>-17.9%</b>

# Listing and Sales Summary Report July 2020



	Median Closed Price			Total Sales			Inventory			Average Days On Market		
	Jul-20	Jul-19	% Change	Jul-20	Jul-19	% Change	Jul-20	Jul-19	% Change	Jul-20	Jul-19	% Change
<b>Overall Naples Market*</b>	<b>\$368,750</b>	<b>\$325,000</b>	<b>+13.5%</b>	<b>1154</b>	<b>852</b>	<b>+35.4%</b>	<b>4,390</b>	<b>6,168</b>	<b>-28.8%</b>	<b>92</b>	<b>104</b>	<b>-11.5%</b>
<b>Collier County</b>	<b>\$380,000</b>	<b>\$330,000</b>	<b>+15.2%</b>	<b>1241</b>	<b>922</b>	<b>+34.6%</b>	<b>4,923</b>	<b>6,892</b>	<b>-28.6%</b>	<b>96</b>	<b>104</b>	<b>-7.7%</b>
Ave Maria	\$245,000	\$267,500	-8.4%	13	8	+62.5%	78	107	-27.1%	86	131	-34.4%
Central Naples	\$273,750	\$235,000	+16.5%	122	129	-5.4%	531	772	-31.2%	104	101	+3.0%
East Naples	\$342,300	\$317,000	+8.0%	284	203	+39.9%	751	1,216	-38.2%	81	101	-19.8%
Everglades City	\$390,000	--	--	1	0	--	11	6	+83.3%	84	--	--
Immokalee	\$195,000	\$187,900	+3.8%	3	6	-50.0%	9	30	-70.0%	130	98	+32.7%
Immokalee / Ave Maria	\$234,750	\$229,500	+2.3%	16	14	+14.3%	87	137	-36.5%	95	117	-18.8%
Naples	\$370,000	\$327,500	+13.0%	1139	838	+35.9%	4,305	6,030	-28.6%	92	104	-11.5%
Naples Beach	\$865,000	\$767,500	+12.7%	232	146	+58.9%	1,122	1,327	-15.4%	113	119	-5.0%
North Naples	\$435,000	\$396,250	+9.8%	321	240	+33.8%	1,116	1,670	-33.2%	86	105	-18.1%
South Naples	\$274,000	\$240,250	+14.0%	179	120	+49.2%	783	1,046	-25.1%	85	90	-5.6%
34102	\$1,235,000	\$1,211,250	+2.0%	77	42	+83.3%	379	433	-12.5%	105	105	0.0%
34103	\$830,000	\$781,500	+6.2%	73	46	+58.7%	351	352	-0.3%	127	112	+13.4%
34104	\$247,500	\$234,500	+5.5%	62	60	+3.3%	245	346	-29.2%	104	109	-4.6%
34105	\$291,500	\$225,005	+29.6%	42	44	-4.5%	233	316	-26.3%	125	107	+16.8%
34108	\$642,500	\$635,000	+1.2%	82	58	+41.4%	392	542	-27.7%	109	134	-18.7%
34109	\$400,000	\$414,500	-3.5%	93	64	+45.3%	262	374	-29.9%	72	97	-25.8%
34110	\$450,000	\$389,000	+15.7%	95	69	+37.7%	470	654	-28.1%	112	109	+2.8%
34112	\$229,500	\$188,000	+22.1%	101	68	+48.5%	364	492	-26.0%	90	82	+9.8%
34113	\$320,000	\$318,625	+0.4%	78	52	+50.0%	419	554	-24.4%	79	101	-21.8%
34114	\$395,000	\$310,000	+27.4%	101	68	+48.5%	380	513	-25.9%	79	120	-34.2%
34116	\$274,500	\$268,000	+2.4%	18	25	-28.0%	53	110	-51.8%	58	71	-18.3%
34117	\$387,000	\$332,200	+16.5%	25	24	+4.2%	62	150	-58.7%	94	54	+74.1%
34119	\$470,000	\$405,000	+16.0%	133	107	+24.3%	383	641	-40.2%	78	108	-27.8%
34120	\$322,000	\$315,000	+2.2%	158	111	+42.3%	309	553	-44.1%	80	100	-20.0%
34137	--	--	--	0	0	--	0	0	--	--	--	--
34142	\$234,750	\$229,500	+2.3%	16	14	+14.3%	87	137	-36.5%	95	117	-18.8%

\* Overall Naples Market is defined as Collier County, excluding Marco Island.



# Local Market Update – July 2020

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## Naples Beach

34102, 34103, 34108

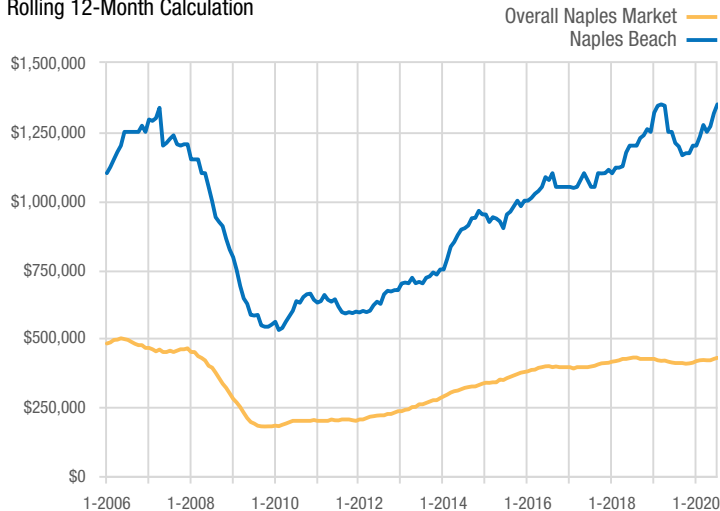
Single Family	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	69	<b>88</b>	+ 27.5%	720	<b>707</b>	- 1.8%
Closed Sales	68	<b>113</b>	+ 66.2%	483	<b>486</b>	+ 0.6%
Days on Market Until Sale	124	<b>123</b>	- 0.8%	124	<b>124</b>	0.0%
Median Closed Price*	\$1,062,500	<b>\$1,405,000</b>	+ 32.2%	\$1,300,000	<b>\$1,650,000</b>	+ 26.9%
Average Closed Price*	\$2,107,835	<b>\$2,049,740</b>	- 2.8%	\$2,338,588	<b>\$2,411,480</b>	+ 3.1%
Percent of Current List Price Received*	94.2%	<b>93.2%</b>	- 1.1%	94.0%	<b>93.5%</b>	- 0.5%
Inventory of Homes for Sale	554	<b>414</b>	- 25.3%	—	—	—
Months Supply of Inventory	9.7	<b>7.0</b>	- 27.8%	—	—	—

Condo	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	97	<b>143</b>	+ 47.4%	1,089	<b>1,114</b>	+ 2.3%
Closed Sales	78	<b>119</b>	+ 52.6%	728	<b>702</b>	- 3.6%
Days on Market Until Sale	114	<b>103</b>	- 9.6%	113	<b>107</b>	- 5.3%
Median Closed Price*	\$632,500	<b>\$750,000</b>	+ 18.6%	\$707,500	<b>\$685,000</b>	- 3.2%
Average Closed Price*	\$1,129,922	<b>\$862,024</b>	- 23.7%	\$1,088,749	<b>\$997,066</b>	- 8.4%
Percent of Current List Price Received*	93.3%	<b>95.1%</b>	+ 1.9%	94.5%	<b>94.4%</b>	- 0.1%
Inventory of Homes for Sale	773	<b>708</b>	- 8.4%	—	—	—
Months Supply of Inventory	8.9	<b>8.1</b>	- 9.0%	—	—	—

\* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

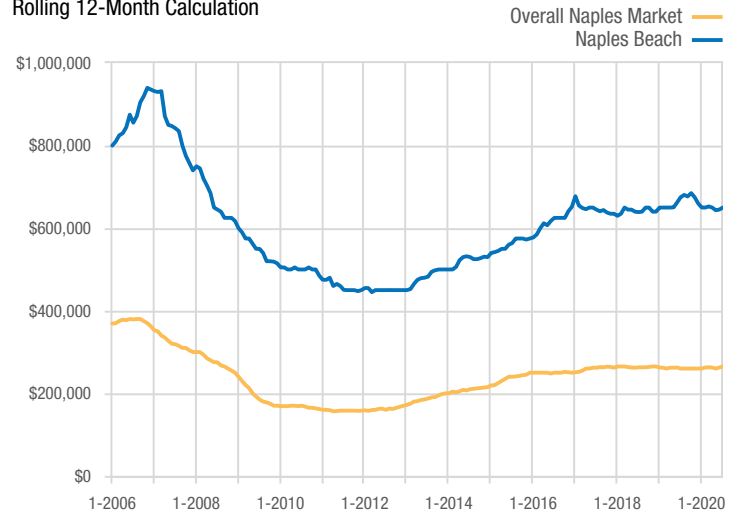
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

# Local Market Update – July 2020

A Research Tool Provided by Naples Area Board of REALTORS®



## North Naples

34109, 34110, 34119

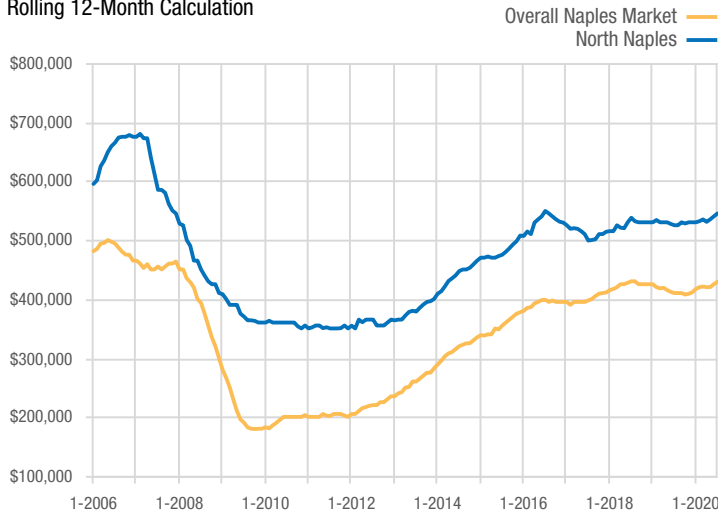
Single Family	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	135	<b>138</b>	+ 2.2%	1,235	<b>1,115</b>	- 9.7%
Closed Sales	122	<b>180</b>	+ 47.5%	768	<b>779</b>	+ 1.4%
Days on Market Until Sale	121	<b>81</b>	- 33.1%	106	<b>94</b>	- 11.3%
Median Closed Price*	\$506,000	<b>\$557,500</b>	+ 10.2%	\$530,000	<b>\$555,000</b>	+ 4.7%
Average Closed Price*	\$678,525	<b>\$678,088</b>	- 0.1%	\$723,385	<b>\$753,803</b>	+ 4.2%
Percent of Current List Price Received*	94.8%	<b>96.2%</b>	+ 1.5%	95.1%	<b>95.7%</b>	+ 0.6%
Inventory of Homes for Sale	867	<b>506</b>	- 41.6%	—	—	—
Months Supply of Inventory	8.5	<b>4.6</b>	- 45.9%	—	—	—

Condo	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	139	<b>172</b>	+ 23.7%	1,295	<b>1,214</b>	- 6.3%
Closed Sales	118	<b>141</b>	+ 19.5%	837	<b>829</b>	- 1.0%
Days on Market Until Sale	89	<b>94</b>	+ 5.6%	102	<b>89</b>	- 12.7%
Median Closed Price*	\$259,250	<b>\$270,000</b>	+ 4.1%	\$270,000	<b>\$270,000</b>	0.0%
Average Closed Price*	\$305,597	<b>\$340,928</b>	+ 11.6%	\$352,675	<b>\$369,689</b>	+ 4.8%
Percent of Current List Price Received*	95.3%	<b>95.5%</b>	+ 0.2%	95.4%	<b>95.6%</b>	+ 0.2%
Inventory of Homes for Sale	803	<b>610</b>	- 24.0%	—	—	—
Months Supply of Inventory	7.2	<b>5.2</b>	- 27.8%	—	—	—

\* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

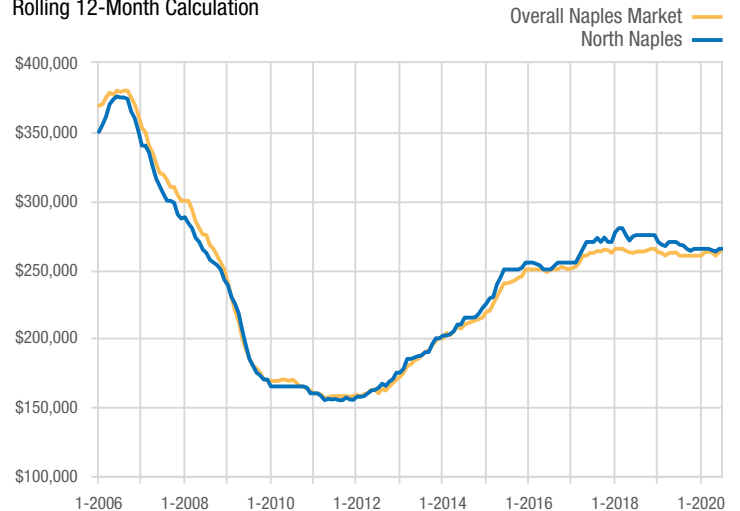
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

# Local Market Update – July 2020

A Research Tool Provided by Naples Area Board of REALTORS®



## Central Naples

34104, 34105, 34116

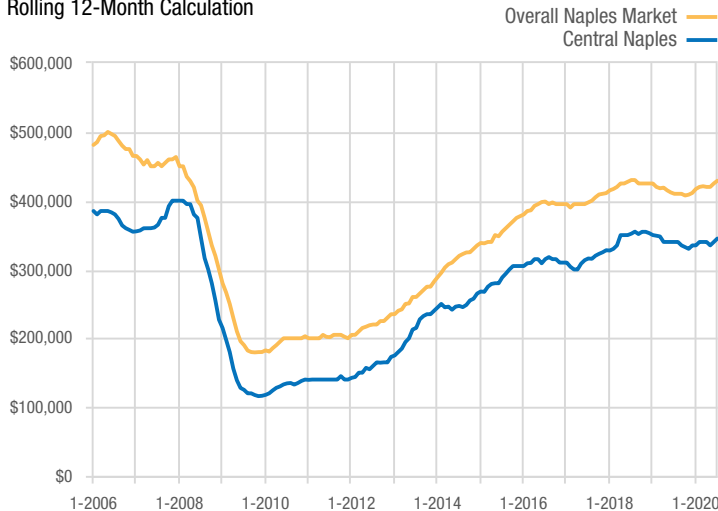
Single Family	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	69	<b>73</b>	+ 5.8%	673	<b>555</b>	- 17.5%
Closed Sales	53	<b>58</b>	+ 9.4%	436	<b>418</b>	- 4.1%
Days on Market Until Sale	100	<b>112</b>	+ 12.0%	90	<b>90</b>	0.0%
Median Closed Price*	\$335,000	<b>\$366,750</b>	+ 9.5%	\$329,950	<b>\$355,000</b>	+ 7.6%
Average Closed Price*	\$490,203	<b>\$544,876</b>	+ 11.2%	\$517,619	<b>\$585,337</b>	+ 13.1%
Percent of Current List Price Received*	96.2%	<b>96.4%</b>	+ 0.2%	96.2%	<b>96.0%</b>	- 0.2%
Inventory of Homes for Sale	402	<b>213</b>	- 47.0%	—	—	—
Months Supply of Inventory	6.8	<b>3.6</b>	- 47.1%	—	—	—

Condo	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	63	<b>88</b>	+ 39.7%	669	<b>675</b>	+ 0.9%
Closed Sales	76	<b>64</b>	- 15.8%	512	<b>416</b>	- 18.8%
Days on Market Until Sale	102	<b>97</b>	- 4.9%	95	<b>81</b>	- 14.7%
Median Closed Price*	\$175,750	<b>\$185,000</b>	+ 5.3%	\$185,000	<b>\$192,000</b>	+ 3.8%
Average Closed Price*	\$192,232	<b>\$200,184</b>	+ 4.1%	\$216,071	<b>\$213,385</b>	- 1.2%
Percent of Current List Price Received*	95.6%	<b>94.3%</b>	- 1.4%	95.3%	<b>95.0%</b>	- 0.3%
Inventory of Homes for Sale	370	<b>318</b>	- 14.1%	—	—	—
Months Supply of Inventory	5.4	<b>5.4</b>	0.0%	—	—	—

\* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

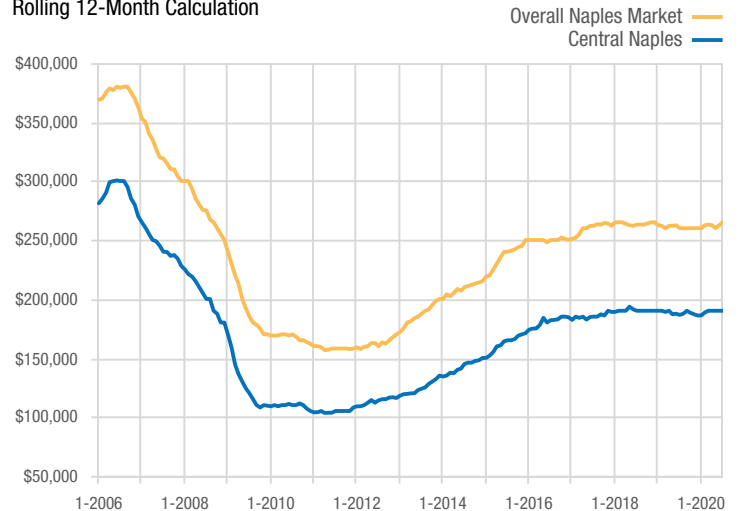
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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# Local Market Update – July 2020

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## South Naples

34112, 34113

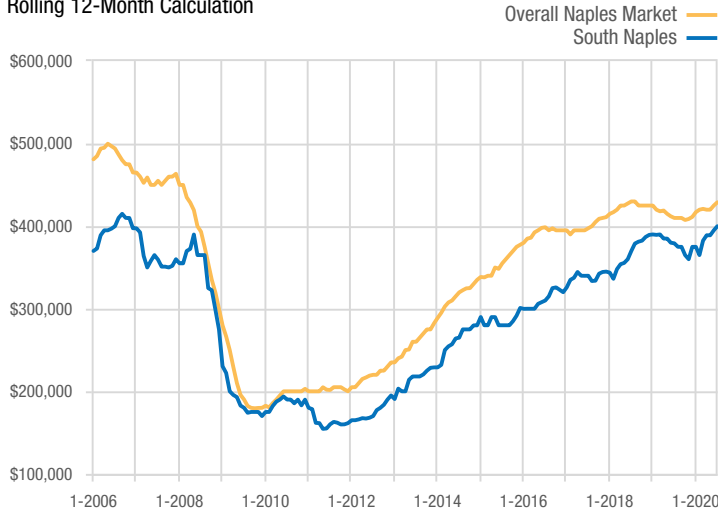
Single Family	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	57	<b>62</b>	+ 8.8%	615	<b>586</b>	- 4.7%
Closed Sales	36	<b>64</b>	+ 77.8%	351	<b>358</b>	+ 2.0%
Days on Market Until Sale	93	<b>74</b>	- 20.4%	96	<b>88</b>	- 8.3%
Median Closed Price*	\$330,000	<b>\$402,000</b>	+ 21.8%	\$360,000	<b>\$407,000</b>	+ 13.1%
Average Closed Price*	\$429,002	<b>\$492,271</b>	+ 14.7%	\$458,754	<b>\$521,218</b>	+ 13.6%
Percent of Current List Price Received*	95.7%	<b>95.7%</b>	0.0%	95.1%	<b>95.3%</b>	+ 0.2%
Inventory of Homes for Sale	394	<b>284</b>	- 27.9%	—	—	—
Months Supply of Inventory	8.7	<b>5.6</b>	- 35.6%	—	—	—

Condo	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	99	<b>135</b>	+ 36.4%	1,081	<b>986</b>	- 8.8%
Closed Sales	84	<b>115</b>	+ 36.9%	702	<b>656</b>	- 6.6%
Days on Market Until Sale	88	<b>91</b>	+ 3.4%	98	<b>94</b>	- 4.1%
Median Closed Price*	\$209,750	<b>\$215,900</b>	+ 2.9%	\$205,000	<b>\$222,500</b>	+ 8.5%
Average Closed Price*	\$231,148	<b>\$245,123</b>	+ 6.0%	\$235,557	<b>\$254,651</b>	+ 8.1%
Percent of Current List Price Received*	94.8%	<b>95.7%</b>	+ 0.9%	95.0%	<b>95.4%</b>	+ 0.4%
Inventory of Homes for Sale	652	<b>499</b>	- 23.5%	—	—	—
Months Supply of Inventory	7.4	<b>5.5</b>	- 25.7%	—	—	—

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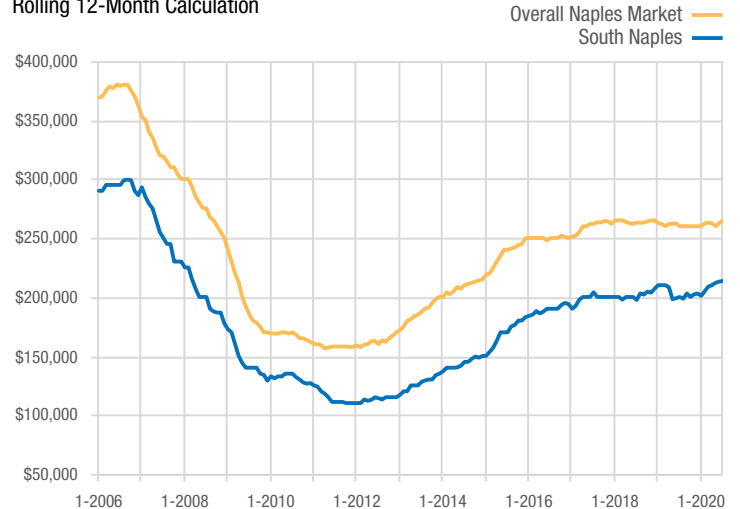
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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## East Naples

34114, 34117, 34120, 34137

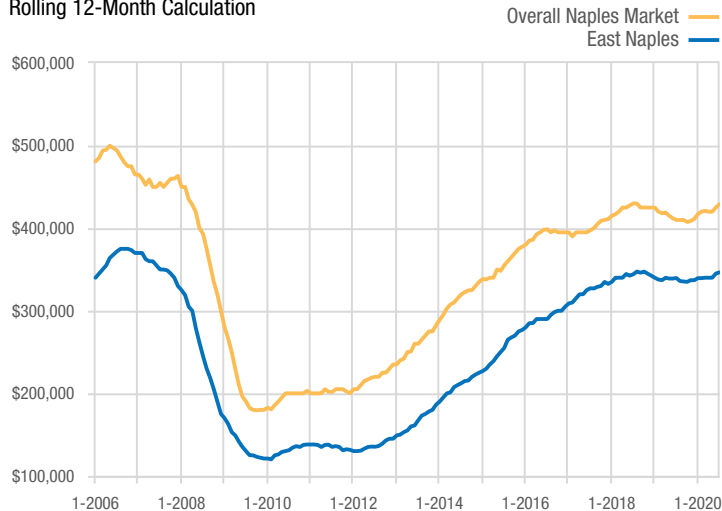
Single Family	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	168	<b>190</b>	+ 13.1%	1,400	<b>1,410</b>	+ 0.7%
Closed Sales	154	<b>210</b>	+ 36.4%	1,013	<b>1,085</b>	+ 7.1%
Days on Market Until Sale	101	<b>80</b>	- 20.8%	99	<b>89</b>	- 10.1%
Median Closed Price*	\$348,000	<b>\$375,000</b>	+ 7.8%	\$339,995	<b>\$358,000</b>	+ 5.3%
Average Closed Price*	\$387,579	<b>\$416,177</b>	+ 7.4%	\$407,781	<b>\$421,999</b>	+ 3.5%
Percent of Current List Price Received*	97.7%	<b>97.4%</b>	- 0.3%	97.0%	<b>97.2%</b>	+ 0.2%
Inventory of Homes for Sale	866	<b>474</b>	- 45.3%	—	—	—
Months Supply of Inventory	6.6	<b>3.2</b>	- 51.5%	—	—	—

Condo	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	57	<b>72</b>	+ 26.3%	543	<b>559</b>	+ 2.9%
Closed Sales	49	<b>74</b>	+ 51.0%	404	<b>392</b>	- 3.0%
Days on Market Until Sale	100	<b>85</b>	- 15.0%	99	<b>93</b>	- 6.1%
Median Closed Price*	\$244,755	<b>\$293,500</b>	+ 19.9%	\$269,500	<b>\$271,500</b>	+ 0.7%
Average Closed Price*	\$254,014	<b>\$295,837</b>	+ 16.5%	\$276,326	<b>\$280,136</b>	+ 1.4%
Percent of Current List Price Received*	95.0%	<b>96.4%</b>	+ 1.5%	95.7%	<b>96.0%</b>	+ 0.3%
Inventory of Homes for Sale	350	<b>277</b>	- 20.9%	—	—	—
Months Supply of Inventory	6.8	<b>5.3</b>	- 22.1%	—	—	—

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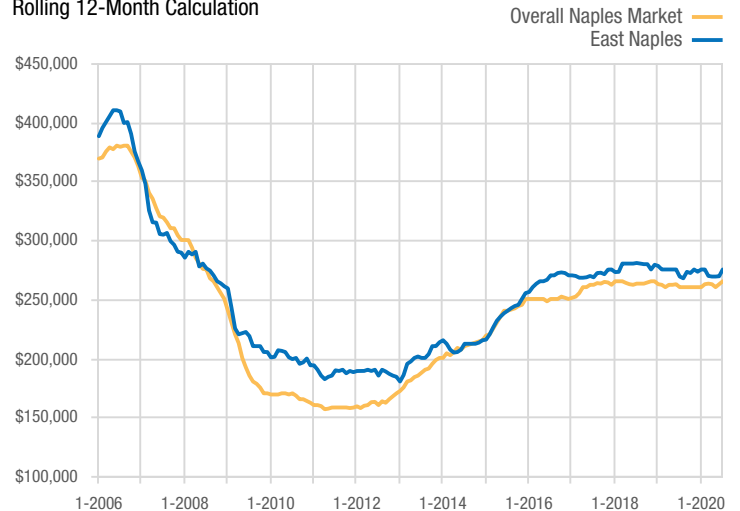
### Median Closed Price - Single Family

Rolling 12-Month Calculation



### Median Closed Price - Condo

Rolling 12-Month Calculation



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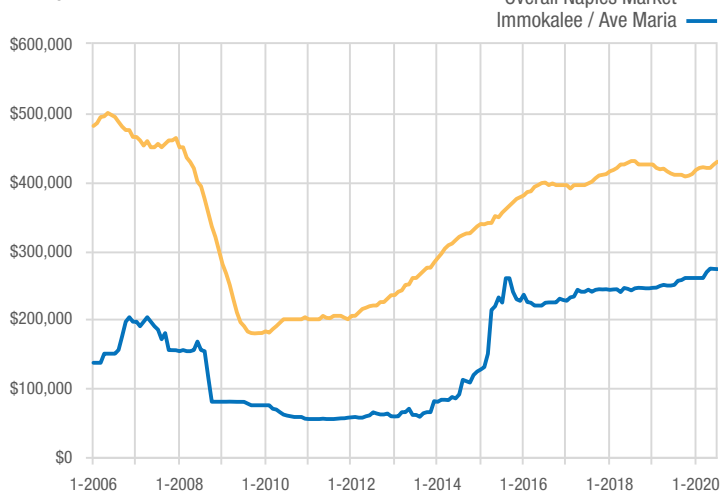
## Immokalee / Ave Maria

Single Family	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	25	21	- 16.0%	171	135	- 21.1%
Closed Sales	13	12	- 7.7%	88	95	+ 8.0%
Days on Market Until Sale	100	78	- 22.0%	95	94	- 1.1%
Median Closed Price*	\$230,000	<b>\$229,250</b>	- 0.3%	\$250,000	<b>\$272,000</b>	+ 8.8%
Average Closed Price*	\$245,243	<b>\$239,633</b>	- 2.3%	\$264,885	<b>\$278,421</b>	+ 5.1%
Percent of Current List Price Received*	97.3%	<b>96.0%</b>	- 1.3%	96.7%	<b>97.3%</b>	+ 0.6%
Inventory of Homes for Sale	120	66	- 45.0%	—	—	—
Months Supply of Inventory	9.1	4.9	- 46.2%	—	—	—

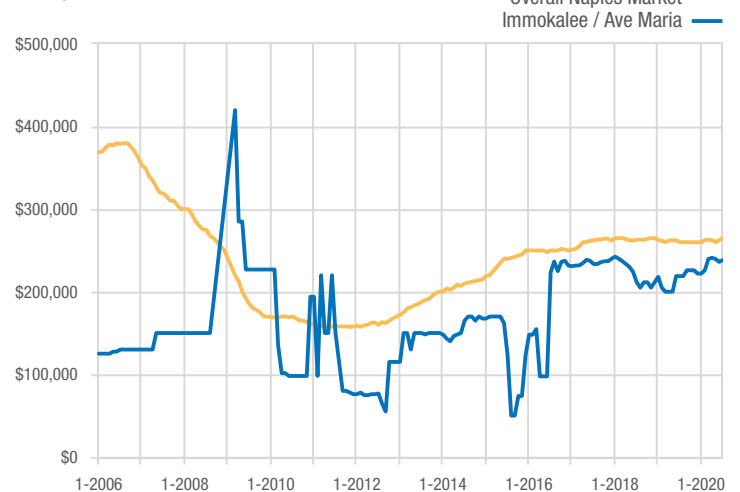
Condo	July			Year-to-Date		
	2019	2020	% Change	Thru 7-2019	Thru 7-2020	% Change
<b>Key Metrics</b>						
New Listings	2	11	+ 450.0%	22	31	+ 40.9%
Closed Sales	1	4	+ 300.0%	10	10	0.0%
Days on Market Until Sale	326	143	- 56.1%	203	104	- 48.8%
Median Closed Price*	\$182,000	<b>\$243,000</b>	+ 33.5%	\$209,500	<b>\$252,500</b>	+ 20.5%
Average Closed Price*	\$182,000	<b>\$240,750</b>	+ 32.3%	\$209,643	<b>\$247,772</b>	+ 18.2%
Percent of Current List Price Received*	95.8%	<b>94.0%</b>	- 1.9%	97.6%	<b>95.9%</b>	- 1.7%
Inventory of Homes for Sale	17	21	+ 23.5%	—	—	—
Months Supply of Inventory	10.0	9.0	- 10.0%	—	—	—

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### Median Closed Price - Single Family



### Median Closed Price - Condo



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